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frequent near shopper near15 coupon	21

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USPT	frequent near shopper near15 coupon	21	<a href="#">L6</a>
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L6: Entry 2 of 21

File: USPT

Jun 29, 1999

US-PAT-NO: 5918211

DOCUMENT-IDENTIFIER: US 5918211 A

TITLE: Method and apparatus for promoting products and influencing consumer purchasing decisions at the point-of-purchase

DATE-ISSUED: June 29, 1999

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Sloane; Martin A.	Great Neck	NY	N/A	N/A

## ASSIGNEE INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Retail Multimedia Corporation	Great Neck	NY	N/A	N/A	02

APPL-NO: 8/ 655478

DATE FILED: May 30, 1996

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FIELD-OF-SEARCH: 705/14, 705/16, 705/17, 705/18, 705/20, 705/21, 705/23, 705/24

REF-CITED:

## U.S. PATENT DOCUMENTS

Search Selected

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>4723212</u>	February 1988	Mindrum et al.	705/14
<input type="checkbox"/>	<u>4910672</u>	March 1990	Off et al.	705/14
<input type="checkbox"/>	<u>5047614</u>	September 1991	Bianco	235/385
<input type="checkbox"/>	<u>5173851</u>	December 1992	Off et al.	705/14
<input type="checkbox"/>	<u>5250789</u>	October 1993	Johnsen	705/14
<input type="checkbox"/>	<u>5361871</u>	November 1994	Gupta et al.	186/61
<input type="checkbox"/>	<u>5424524</u>	June 1995	Ruppert et al.	705/8
<input type="checkbox"/>	<u>5457307</u>	October 1995	Dumont	235/383
<input type="checkbox"/>	<u>5595264</u>	January 1997	Trotta, Jr.	186/56
<input type="checkbox"/>	<u>5630071</u>	May 1997	Sakai et al.	705/21

ART-UNIT: 275

PRIMARY-EXAMINER: MacDonald; Allen R.

ASSISTANT-EXAMINER: Myhre; James W.  
ATTY-AGENT-FIRM: Quarles and Brady LLP

ABSTRACT:

A system and method for influencing and potentially altering a consumer's purchase decisions at the point-of-purchase in a retail store using a portable bar code scanner that is in constant wireless communication with the store and a retailer/manufacturer's computer/controller. The consumer uses the portable bar code scanner to scan products in the store, and if a scanned product is currently under a promotion, the controller alerts the consumer's portable bar code scanner as to the promotion, so that the consumer can take advantage of the promotion. In another embodiment, the consumer will be identified before beginning shopping by their frequent shopper card, so that the computer/controller, in communication with the portable bar code scanner, can utilize the consumer's past purchase history and offer the consumer promotional product discounts. A video surveillance camera within the portable bar code scanner also allows the retailer to monitor each portable bar code scanner's use throughout the retail establishment for security purposes.

24 Claims, 18 Drawing figures

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(FILE 'USPAT' ENTERED AT 12:58:51 ON 29 SEP 1999)

L1 125 S ELECTRONIC?(5A) COUPON#  
L2 29 S ELECTRONIC?(5A) COUPON#/TI, AB  
L3 0 S COPUON#(3A) (DATABASE# OR DATA(W) BASE#)  
L4 42 S COUPON#(3A) (DATABASE# OR DATA(W) BASE#)  
L5 7 S L2 AND L4  
L6 16780 S (CUSTOMER# OR CONSUMER# OR USER# OR MERCHANT# OR  
RECIPIE  
NT#  
L7 4 S L5 AND L6

US PAT NO: 5,905,246 [IMAGE AVAILABLE] L7: 1 of 4  
TITLE: Method and apparatus for coupon management and redemption

ABSTRACT:

The present invention provides a system for the **electronic** management and redemption of **coupons**. The system includes an integrated coupon card comprising a microprocessor, a random access memory, a scanner, and a communications port. The coupon card is capable of scanning coupon bar codes from paper coupons and receiving redemption requirement data from a periphery device. The coupon card will allow bar codes and redemption requirement data to be transferred to a periphery device and will store what bar codes were redeemed because they corresponded to purchase data received from a cash register memory. The system further includes one or more periphery devices having a microprocessor, a first communications port for communicating with said coupon card, and a second communications port for communicating with a cash register. The periphery devices receive purchase data from a cash register memory and compare purchase data to coupon bar codes received from a coupon card in order to determine which coupons are redeemable. The system also includes a server computer which will be connected to the periphery devices. The server computer will collect redeemed coupon information from the periphery devices and also provide the periphery devices with information such redemption requirement data or coupons which may be loaded onto a coupon card. A clearing house will collect coupon redemption information from all servers in the system to create redemption reports. The clearing house allows redemption requirement data and other information to be transferred through the servers to individual periphery devices and/or coupon cards.

US PAT NO: 5,855,007 [IMAGE AVAILABLE] L7: 2 of 4

TITLE:               **Electronic coupon communication system**

ABSTRACT:

An **electronic coupon** communication system for generating and redeeming unique product discount coupons over public computer networks such as the Internet. The system comprises a first Internet node, an Internet coupon server and an Internet coupon notification center. The Internet coupon server generates a unique Internet coupon using a coupon generation process. The Internet coupon server accepts an on-line selection of one of the available unique Internet coupons from a user of the Internet node and transmits the coupon back to the user's printing device or e-mail storage. It then records the transaction in its **coupon database** and notifies the transaction to the Internet Coupon Notification Center. The Internet Coupon Notification Center subsequently records the transaction. Furthermore, a **coupon** redemption center can **electronically** verify **coupon** validity and record **coupon** redemption by communicating with the Internet Coupon Notification Center.

US PAT NO:           5,710,886 [IMAGE AVAILABLE]

L7: 3 of 4

TITLE:               Electric couponing method and apparatus

ABSTRACT:

A method and apparatus for distributing, generating, and redeeming discount coupons, rebate or gift certificates or the like tracks each coupon using a **consumer** ID number printed on the **coupon**. **Coupons** may be distributed **electronically**, for example, in the form of a diskette or CD-ROM software. Software on the diskette or CD-ROM may prompt a consumer to call a 1-800 number for a validation number or code. During the phone call, telemarketing personnel may request **consumer** demographic and or **identification** information which may be entered into a centralized database. Once the software is validated, a consumer may print out selected coupons displayed on a Graphical User Interface (GUI). Each coupon may be printed only a limited number of times. Each coupon may be imprinted with a **consumer** ID number, preferably in the form of a bar code. Once redeemed, **consumer** ID information and coupon information may be retrieved from coupons forwarded to a coupon clearing house. Accurate data may then be produced illustrating which consumers or groups of consumers are redeeming which coupons. Such data may be used for marketing purposes or to generated further diskettes for distribution targeting specific consumers or groups

of consumers with specific classes of coupon offerings. The use of a consumer ID number on the coupon may reduce or prevent the fraudulent copying and redemption of coupons, as multiple redemptions of a single coupon by a consumer may be readily detected from data gathered at the brokerage clearing house.

US PAT NO: 5,708,782 [IMAGE AVAILABLE] L7: 4 of 4  
TITLE: Method and apparatus for dispensing discount coupons

ABSTRACT:

The present invention resides in apparatus, and software, and a related method for selecting, printing, and dispensing a redeemable discount coupon and other offerings in response to the taking of or upon the return of a cart to a **electronic coupon** dispensing terminals. A computerized kiosk, updated by a remote command center, is located at the entrance of the corral. Customers receive a key at the check out counter to be used to access the dispenser for the selection of discount coupons. As the cart is replaced in the corral, the system is activated and the customer selects from a touch screen monitor and a dispenser prints and issues a manufacturer's coupon. Statistical information is gathered by the computer and relayed to the store CPU. Maintenance requirements are also relayed to the store CPU.

US PAT NO: 5,905,246 [IMAGE AVAILABLE] L5: 1 of 7  
TITLE: Method and apparatus for coupon management and redemption

ABSTRACT:

The present invention provides a system for the **electronic** management and redemption of **coupons**. The system includes an integrated coupon card comprising a microprocessor, a random access memory, a scanner, and a communications port. The coupon card is capable of scanning coupon bar codes from paper coupons and receiving redemption requirement data from a periphery device. The coupon card will allow bar codes and redemption requirement data to be transferred to a periphery device and will store what bar codes were redeemed because they corresponded to purchase data received from a cash register memory. The system further includes one or more periphery devices having a microprocessor, a first communications port for communicating with said coupon card, and a second communications port for communicating with a cash register. The periphery devices receive purchase data from a cash register memory and compare purchase data to coupon bar codes received from a coupon card in order to determine which coupons are redeemable. The system also includes a server computer which will be connected to the periphery devices. The server computer will collect redeemed coupon information from the periphery devices and also provide the periphery devices with information such redemption requirement data or coupons which may be loaded onto a coupon card. A clearing house will collect coupon redemption information from all servers in the system to create redemption reports. The clearing house allows redemption requirement data and other information to be transferred through the servers to individual periphery devices and/or coupon cards.

US PAT NO: 5,903,874 [IMAGE AVAILABLE] L5: 2 of 7



TITLE: System and method for **electronic coupon** management

ABSTRACT:

A system and method for managing and redeeming a promotional coupon for goods and services. The system provides a link between an operator console and a remote database server having one or more coupon files, each of which contains a plurality of coupon records. A customer telephones the operator and discloses an encrypted coupon number from the coupon issued to the customer. The encrypted coupon number is used to access the relevant coupon record in a coupon file on the remote database server. The status of the coupon is transmitted back to the operator console. If the coupon is valid, the operator console provides the goods or services requested by the customer. The operator console subsequently sends a command to the coupon file to change the status of the coupon in the coupon record.

US PAT NO: 5,855,007 [IMAGE AVAILABLE] L5: 3 of 7  
TITLE: **Electronic coupon** communication system

ABSTRACT:

An **electronic coupon** communication system for generating and redeeming unique product discount coupons over public computer networks such as the Internet. The system comprises a first Internet node, an Internet coupon server and an Internet coupon notification center. The Internet coupon server generates a unique Internet coupon using a coupon generation process. The Internet coupon server accepts an on-line selection of one of the available unique Internet coupons from a user of the Internet node and transmits the coupon back to the user's printing device or e-mail storage. It then records the transaction in its **coupon database** and notifies the transaction to the Internet Coupon Notification Center. The Internet Coupon Notification Center subsequently records the transaction. Furthermore, a **coupon** redemption center can **electronically** verify **coupon** validity and record **coupon** redemption by communicating with the Internet Coupon Notification Center.

US PAT NO: 5,845,259 [IMAGE AVAILABLE] L5: 4 of 7  
TITLE: **Electronic coupon** dispensing system

ABSTRACT:

A cost-effective, in-store coupon dispensing system that increases coupon

redemption rates and product turns. The system includes a point of sale system including a terminal having a data reader for reading transaction data, and a system memory for storing read transaction data. An **electronic coupon** dispenser includes a memory for **electronically** storing a plurality of **coupons**, one or more user interfaces for permitting selection of any of the plurality of coupons from a coupon menu, and one or more printers for printing coupons elected at the user interface. The coupon dispenser generates **coupon**-related **data based** on user interface selections and coupons printed by the system. A central data base facility is operatively connected to the point of sale system for downloading **coupon** redemption data and to the **electronic coupon** dispenser for downloading the **coupon**-related data. The central data base facility communicates with the **electronic coupon** dispenser in response to first predetermined parameters and with the point of sale system in response to second predetermined parameters. The coupon dispensing system of the present invention finds particular utility in grocery stores or other stores having inventory having limited shelf life.

US PAT NO: 5,710,886 [IMAGE AVAILABLE] L5: 5 of 7  
TITLE: Electric couponing method and apparatus

**ABSTRACT:**

A method and apparatus for distributing, generating, and redeeming discount coupons, rebate or gift certificates or the like tracks each coupon using a consumer ID number printed on the **coupon**. **Coupons** may be distributed **electronically**, for example, in the form of a diskette or CD-ROM software. Software on the diskette or CD-ROM may prompt a consumer to call a 1-800 number for a validation number or code. During the phone call, telemarketing personnel may request consumer demographic and or identification information which may be entered into a centralized database. Once the software is validated, a consumer may print out selected coupons displayed on a Graphical User Interface (GUI). Each coupon may be printed only a limited number of times. Each coupon may be imprinted with a consumer ID number, preferably in the form of a bar code. Once redeemed, consumer ID information and coupon information may be retrieved from coupons forwarded to a coupon clearing house. Accurate data may then be produced illustrating which consumers or groups

of consumers are redeeming which coupons. Such data may be used for marketing purposes or to generated further diskettes for distribution targeting specific consumers or groups of consumers with specific classes of coupon offerings. The use of a consumer ID number on the coupon may reduce or prevent the fraudulent copying and redemption of coupons, as multiple redemptions of a single coupon by a consumer may be readily detected from data gathered at the brokerage clearing house.

US PAT NO: 5,708,782 [IMAGE AVAILABLE] L5: 6 of 7  
TITLE: Method and apparatus for dispensing discount coupons

ABSTRACT:

The present invention resides in apparatus, and software, and a related method for selecting, printing, and dispensing a redeemable discount coupon and other offerings in response to the taking of or upon the return of a cart to a **electronic coupon** dispensing terminals. A computerized kiosk, updated by a remote command center, is located at the entrance of the corral. Customers receive a key at the check out counter to be used to access the dispenser for the selection of discount coupons. As the cart is replaced in the corral, the system is activated and the customer selects from a touch screen monitor and a dispenser prints and issues a manufacturer's coupon. Statistical information is gathered by the computer and relayed to the store CPU. Maintenance requirements are also relayed to the store CPU.

US PAT NO: 5,192,854 [IMAGE AVAILABLE] L5: 7 of 7  
TITLE: System for **electronically** recording and redeeming coupons

ABSTRACT:

An **electronic coupon** system handles coupons selected by a customer. The coupons have a product code of the product covered by the coupon and have a corresponding coupon code representing information relating to the value of the coupon. A coupon scanner used by the customer scans the coupons and has a memory for storing data representing the scanned product codes and their corresponding coupon codes. A product scanner at a retail store scans product codes of products to be purchased and provides data representing the scanned codes. A processor credits to

the customer the value of the coupon when the data representing the scanned codes corresponds to the data in the coupon scanner memory. The

system may also include a kiosk having a processor interfacing with the

coupon scanner for providing to the scanner additional data and for providing to the kiosk information stored in the coupon scanner.